

Message Text

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TAGS: BEXP, JC, JO

SUBJECT: MARKET RESEARCH

REFERENCE: STATE 001842

1. REFTEL CATEGORIES IN ORDER OF PRIORITY:

- A) FOOD PROCESSING AND PACKAGING INDUSTRIES EQUIPMENT.
- B) BUSINESS EQUIPMENT AND SYSTEMS.
- C) SPORTS AND RECREATIONAL EQUIPMENT.
- D) SCIENTIFIC AND LABORATORY INSTRUMENTATION.
- E) SMALL INDUSTRIAL AND COMMERCIAL COMPUTERS.
- F) INDUSTRIAL REGULATING AND CONTROL INSTRUMENTATIONS.
- G) POLLUTION CONTROL INSTRUMENTATION AND EQUIPMENT.

2. ALTERNATIVE LIST FOR JORDAN:

- A) BUILDING AND CONSTRUCTION SUPPLIES AND EQUIPMENT.
- B) ELECTRIC COMPONENTS.
- C) AVIATION ELECTRONICS AND INSTRUMENTATION.
- D) LABORATORY INSTRUMENTS.
- E) COMMUNICATION EQUIPMENT AND SYSTEMS.
- F) HEALTH CARE INDUSTRIES EQUIPMENT AND INSTRUMENTATION.
- G) FOOD PROCESSING AND PACKAGING EQUIPMENT.

3. EXPLANATION OF RANKINGS:

- A) JORDAN IS AN AGRICULTURAL COUNTRY WITH INCREASING POTENTIAL IN THIS FIELD. IT EXPORTS AGRICULTURAL PRODUCTS, THEREFORE, REQUIREMENT FOR FOOD PROCESSING AND PACKAGING EQUIPMENT FAR EXCEEDS ANY OTHER ITEM ON LIST.

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- B) BUSINESS EQUIPMENT AND SYSTEMS RANK SECOND BECAUSE

TENDENCY IN JORDAN IS TOWARD MECHANIZATION MANY HAND OPERATIONS. GOJ, JAA, BANKS AND MAJOR BUSINESS INSTITUTIONS HAVE COMMENCED CONVERSION TO MODERN SYSTEMS.

C) SPORTS AND RECREATION EQUIPMENT ARE DESIRED BUTM RARELY FOUND IN MARKET. THOUGH THERE DRIVE TO CREATE BETTER ATMOSPHERE FOR SUCH ARTICLES, NON-AVAILABILITY HAS RESULTED IN LIMITED DEMAND. THERE GOOD CHANCE FOR SUCH EQUIPMENT IF READILY AVAILABLE AND PROPERLY MARKETED.

D) SCIENTIFIC AND LABORATORY INSTRUMENTS HAVE HAD LIMITED MARKETS. GOJ AND JAA HAVE BEEN BEST CUSTOMERS. THERE IS TREND TOWARD GROUP CLINICS IN JORDAN; ALSO EIGHT TECHNICAL SCHOOLS ARE BEING PLANNED AS IS MEDICAL SECTION IN UNIVERSITY OF JORDAN. SUCH OPPORTUNITIES MIGHT NOT BE IMMEDIATE, BUT THERE ARE MARKETING POSSIBILITIES COMING IN VERY NEAR FUTURE.

E) SMALL INDUSTRIAL AND COMMERCIAL COMPUTERS HAVE VERY LIMITED OPPORTUNITIES, AND MARKETING OF SUCH PRODUCTS MIGHT BE CONFINED TO SMALL NUMBER INDUSTRIES.

F) SUCH SOPHISTICATED EQUIPMENT IS NOT USED IN JORDAN.
G) POLLUTION CONTROL NOT REQUIRED IN JORDAN. INDUSTRY IS SMALL, LIMITED AND DOES NOT CREATE POLLUTION PROBLEMS.

4. COMMENT:

SALES POSSIBILITIES EXIST IN JORDAN IF PROPER APPROACH IS MADE. NEW IDEAS ARE SALEABLE AND JORDANIANS ARE ALWAYS READY TO CONSIDER, STUDY AND EMPLOY INNOVATIONS. THUS IF U.S. BUSINESSMEN ARE ENCOURAGED TO APPROACH MARKET IN PERSON AND IN ORDER MAKE OFFERS, CHANCES OF SUCCESS ARE HIGH.

5. WELCOME ROMO VISIT. SUGGEST THAT IN ADDITION ABOVE COMMENTS, IT NOT TOO EARLY, GIVEN PROGRESS PEACE DISCUSSIONS, TO ONCE AGAIN INCLUDE WEST BANK IN ANY ESTIMATE FOR JORDAN. PERHAPS JERUSALEM INPUT SHOULD BE SOUGHT, ALTERNATIVELY, AMMAN WILL DISCUSS
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